



FONDAZIONE
PASTIFICIO CERERE



present

Wrapped

a new urban artwork by

Tellas

curated by Marcello Smarrelli

Inauguration: Wednesday 11 September 2019, 7pm

Rome, via Damiano Chiesa n.8

Press release

On **Wednesday the 11th of September** at 7pm **Fondazione Pastificio Cerere** and the **Aparthotel Adagio Rome Vatican** are proud to present ***Wrapped***, a new monumental mural created by the artist **Tellas** and curated by **Marcello Smarrelli**, in the Roman residential district of Balduina.

The work will be painted on the walls of the recently constructed building that complements the existing **Adagio aparthotel**, just a short walk from the metro station of *Balduina*, between the cycle path and the *Parco del Pineto* (Pineto Regional Park). This example of street art, developed on the basis of conversations with **Massimo Marinozzi**, the architect who designed the building, is one of the first examples in Rome of a collaboration between an institution dedicated to contemporary art, an architect's studio and a muralist. This has made it possible to create an innovative project, based on an in-depth study of the specific configuration and history of the local area, together with a return to the ancient **tradition of mural painting** that was widespread in Rome in the sixteenth century, when the facades of prestigious residential buildings were lavishly decorated with refined graffiti techniques.

The mural, entitled ***Wrapped***, will cover all the main faces of the building, as well as the flat roof, giving it a radically new appearance thanks to its warm tones and a composition based on **plant and vegetable motifs** that will be integrated with the context of the nearby urban **Parco del Pineto**, which the new building overlooks. This extensive zone of greenery, owned by the Sacchetti family from the late 16th century, was declared a Regional Urban Park in 1987. It includes four neighbouring residential districts (*Balduina*, *Monte Mario*, *Torrevecchia-Primavalle* and *Aurelio*) and covers a total area of approximately **240 hectares**. The park contains many different species of trees and shrubs, the typical vegetation of Mediterranean scrubland, including the *Pistacia lentiscus* (or lentisk), which Tellas has chosen as the main inspiration for his mural. This evergreen shrub is also widespread in the artist's birthplace, the island of Sardinia, where it has been used for many centuries as a foodstuff and a herbal medicine. This is where the artistic research of Tellas first began and many of his present works reflect his personal and intimate vision of the natural elements and landscapes that he had around him while growing up.



The choice of the word term "wrapped" is a reference to the visual effect created by the leaves and branches of the lentisk plant that seem to have grown and slowly intertwined so as to cover the walls of the hotel. It is as if nature herself were grasping and enclosing the architecture in an embrace of luxuriant vegetation. These plants seem to be attempting to reclaim their space, while adapting themselves to the forms and shapes of the building, enhancing them and creating a close link between it, the urban context and the neighbouring park. The work, with its symbolic and metaphorical dimension, thus has an evocative quality that brings to mind the Grand Tour and John Ruskin's Romantic attitude toward the picturesque ruin overrun by nature, as well as being connected to the CSR program of the Accor Group, Planet 21, and its eco-friendly "green" vision.

Like any other artistic practice, also street art can be a powerful means for urban redevelopment and the dissemination of culture, in which it is well worth investing, so as to reap the benefits of its great popularity, which derives from the fact that it is such an immediate and cross-sectorial language. As is clearly shown by the activities of Fondazione Pastificio Cerere, it is important for interventions of this kind to be included within broader projects, that consist of establishing dynamic interrelations between artists, citizens, institutions and public as well as private clients, who are genuinely interested in promoting policies of development and integration.

Thanks to the brand Adagio, which supported the realization of the work, in addition to various institutions, local citizens, and Fondazione Pastificio Cerere, which was able to create a dialogue between all these different entities, the intervention is intended to make a valid contribution towards the re-evaluation and improvement of a portion of public space, thereby stimulating a greater sense of belonging and of civic identity among citizens of all generations.

Tellas

Tellas (Cagliari, 1985) was born and bred in the harsh rural landscape of Sardinia and this is where his artistic research began, as a meditative pictorial process that unites public spaces with the distinctive shapes and forms that characterize his work.

In 2015 "The Urban Contemporary Art Guide", published by the well-known "Graffiti Art Magazine", ranked Tellas as one of the 100 best emerging artists worldwide in that year. He has participated in countless international festivals, which include *Artmosphere*, the first Street Art Biennial held in Moscow in 2014 (featuring 70 international artists) and *La Tour Paris Project 13*. In 2015 he completed a huge public work in Cagliari, Sardinia, which had been designated the capital of Italian culture for that year, while in 2016 he made important public artworks in Madrid, Perth and Helsinki. Some of his most recent public works are located in Klaipėda (Lithuania), Delhi (India), and Palermo (Sicily). Also worth noting are Tellas' collaborations with some historic Italian fashion brands, including *Ferragamo* and *Marni*. With the latter, he realized two different mural projects, in addition to making the documentary film *A Grande Terra Do Sertão*, which was presented at the 56th Venice Biennale. Tellas' work has been shown at the *Wunderkammern* Gallery in Rome, and the *MAGMA* Gallery in Bologna.

www.tellas.org

Fondazione Pastificio Cerere

Fondazione Pastificio Cerere was founded in Rome in 2004 by its president, Flavio Misciattelli, with the aim of promoting and spreading contemporary art. The Foundation – in line with the curatorial interests of the artistic director Marcello Smarrelli – offers a wide-ranging programme that indicate a particular concern for training and experimentation, encouraging the participation of schools and the involvement of an increasingly heterogeneous public. The varied programme includes residencies for young artists, activities for students of all levels, as well as many events such as exhibitions, conferences, workshops and study visits. The Foundation intends to become increasingly affirmed and open to the city where it is located: a cultural hub in which different disciplines intersect, and a space for the regeneration of the creative energies that are active and that coexist in the area of Rome, while also paying constant attention to the wider international art scene.

www.pastificiocerere.it



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